



VIDEO LOTTERY

News & Updates

FROM THE COMPUTER ROOM

UNDER CONSTRUCTION

The Operations Center is currently being remodeled. The remodeling process will continue through next month. Temporary interruptions in service may occur while the construction is underway. Please be patient with us while we undergo these upgrades.

NEWS YOU CAN USE TO OPERATE BETTER

BURGLARY SELF-ASSESSMENT FORM

Research by security experts has demonstrated that crime can be reduced or prevented when crime deterrence features are well planned and periodically reviewed. By applying sound security principals and using common sense, crime victimization rates can be significantly lowered. No business is totally immune from the threat of crime but a little prior planning and a few common sense precautions are all that is necessary to deter most criminals. To help you find ways to improve your businesses security, a new [Burglary Self-Assessment Form](#) has been added to our website. Please use this assessment to determine if you've taken every precaution necessary to ensure that your business is secure.



VIDEO LOTTERY ODDS LISTING AVAILABLE

The updated video lottery odds listing is now available on the website. This replaces the old hard copy brochure that dates back to 2009. Brochures with this information will no longer be printed nor provided by the Lottery; establishments wanting copies of the updated odds can find them on the retailer's page of our [website](#).

2015 LOTTERY COMMISSION MEETINGS

Thurs., March 26

Wed., April 22 –

Thurs., April 23

(Strategic Planning Meeting)

Thurs., June 11

Thurs., Sept. 17

Thurs., Dec. 10

CURRENTLY OPERATING

The following licensed manufacturers have approved hardware and software in the market.

- IGT
- Spielo
- Grand Vision Gaming
- Scientific Games International
- Techlink Entertainment
- Harms Vending Inc.

VLC, Fortunet/Summit, and MTD also have equipment in the field.

GET READY FOR E-STATEMENTS

Video lottery operators will soon be able to access their billing statements via the South Dakota Lottery's website. A PDF and a text file format will be available; the text file format will be comma delimited allowing for download into an Excel spreadsheet. Beta testing is being carried out with a few operators to ensure the data formats provided will meet operator needs. With the targeted implementation date to be announced soon, watch your mail for further details and instructions on accessing your billing statements electronically.

VIDEO LOTTERY MARKETING

NEW POSTERS ON THE WAY

Over the past year, the Lottery has made available to establishments a variety of tools to assist with their marketing efforts. The new promotions policy gave casinos ideas on special events to draw in new customers. Free premium items were made available for use as giveaways. An advertising tool kit was developed to provide print and radio templates for establishments wanting to do their own advertising in addition to that being done by the Lottery. And now an updated "Attn: Video Lottery Players" poster with information about who can play video lottery, how the games operate, and where to find the overall odds of winning is available. But for these resources to make a difference, casinos need to be aware of them.

During March, a mailing will go out to all video lottery establishments in South Dakota. Casinos will receive updated posters to replace the current yellow posters that have been in place for many years as well as a copy of the promotions policy, an order form for requesting free premium items like bar coasters and t-shirts, and information on where to find and download the advertising tool kit. The information will go directly to the establishments themselves except in cases where a central office address has been provided. In those situations, enough copies of the materials will be sent to that address to be distributed among their casino locations. Look for the Lottery envelope to arrive in your mailbox by the end of March. People having questions can contact Kelly Thompson, Director of Advertising and Public Relations, at kelly.thompson@state.sd.us.

OTHER INFORMATION

Stats from the Field

As of Feb. 21, 2015, 728 MCD's have been installed and 2214 line game machines are in operation statewide.

Newsletter Archives

For past newsletter issues, email jennifer.baker@state.sd.us

February 27, 2015

Stay Connected



PLANNING A PROMOTION?

Order free video lottery merchandise for prizes and giveaways



Click the shirt image above to view more product photos on the order form

OPERATORS & TECHNICIANS

Be sure your paperwork for [board changes](#) and [movements](#) includes an Audit ticket and can be e-mailed to VideoLottery@state.sd.us.

Quick Links

lottery.sd.gov

[Video Lottery](#)

[Retailer/License Info](#)

[Where Does the Money Go?](#)